



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 841556
Schedule Dates 07/20/12-08/03/12
Advertiser Crossroads GPS (33741)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - Non-Ballot Issue (1196)
Brand CROSSROADS GPS 30 (148299)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MARONEY,STEPHANIE
Phone/Fax (202) 559-6424 /
CPE 12/11/731
Account Types National/**Political - Agency
Billing Type Weekly/Irregular
Comments CROSSROADS GPS :30
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/10/12
Last Modified 08/01/12
Entered By Penne Marsh
CO-OP No
Headline # 06225692
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,703.50
Net Total \$37,986.50
Sales Tax

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Jul. 2012	45	\$38,400.00
Aug. 2012	9	\$6,290.00
Grand Total:	54	\$44,690.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	11P- 11:35P (ET)						1			2	\$1,055.00	\$2,110.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
2.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	10:58A- 12P (ET)						1			1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
2.0.1	Closed Preempt	07/20/12															Norfolk (WVEC) (WVEC)	R-Live News Coverage/Spot - ABC Special Report	
3.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	5A- 5:58A (ET)						1			2	\$450.00	\$900.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
4.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	6P- 6:30P (ET)						1			2	\$1,080.00	\$2,160.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
5.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	6:58P- 7:28P (ET)						1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
5.0.1	Closed Preempt	07/27/12															Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	

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6.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
6.0.1	Closed Preempt	07/27/12															Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
7.0	Normal Line / SPOT	07/20/12-07/27/12	4	:30	9A- 10A (ET)						1			2	\$430.00	\$860.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
8.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	11P- 11:35P (ET)		1							1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
9.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	10:58A- 12P (ET)		1							1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
10.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	5A- 5:58A (ET)		1							1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
11.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	6P- 6:30P (ET)		1							1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	6:58P- 7:28P (ET)		1							1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
13.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	7:28P- 7:57P (ET)		1							1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
14.0	Normal Line / SPOT	07/23/12-07/23/12	4	:30	9A- 10A (ET)		1							1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
15.0	Normal Line / SPOT	07/21/12-07/28/12	4	:30	11P- 11:35P (ET)							1		2	\$1,055.00	\$2,110.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
16.0	Normal Line / SPOT	07/21/12-07/28/12	4	:30	6P- 6:30P (ET)							1		2	\$480.00	\$960.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, ABC CLG FTBL L	7/10/12
17.0	Normal Line / SPOT	07/22/12-07/29/12	4	:30	11P- 11:35P (ET)								1	2	\$1,055.00	\$2,110.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
18.0	Normal Line / SPOT	07/22/12-07/29/12	4	:30	6P- 6:30P (ET)								1	2	\$480.00	\$960.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS AT 6	7/10/12

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19.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	11P- 11:35P (ET)					1				1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
20.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	10:58A- 12P (ET)					1				1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
21.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	5A- 5:58A (ET)					1				1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
22.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	6P- 6:30P (ET)					1				1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
23.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	6:58P- 7:28P (ET)					1					\$1,440.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
23.0.1	Closed Preempt	07/26/12															Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
24.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	7:28P- 7:57P (ET)					1					\$1,440.00		Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12

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24.0.1	Closed Preempt	07/26/12															Norfolk (WVEC) (WVEC)	I-No Avail/Exception -	
25.0	Normal Line / SPOT	07/26/12-07/26/12	4	:30	9A- 10A (ET)					1				1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
26.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	11P- 11:35P (ET)			1						1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
27.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	10:58A- 12P (ET)			1						1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
28.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	5A- 5:58A (ET)			1						1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
29.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	6P- 6:30P (ET)			1						1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
30.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	6:58P- 7:28P (ET)			1						1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12

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31.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	7:28P- 7:57P (ET)			1						1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
32.0	Normal Line / SPOT	07/24/12-07/24/12	4	:30	9A- 10A (ET)			1						1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
33.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	11P- 11:35P (ET)				1					1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
34.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	10:58A- 12P (ET)				1					1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
35.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	5A- 5:58A (ET)				1					1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
36.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	6P- 6:30P (ET)				1					1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12

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38.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	7:28P- 7:57P (ET)				1					1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
39.0	Normal Line / SPOT	07/25/12-07/25/12	4	:30	9A- 10A (ET)				1					1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
40.0	Normal Line / SPOT	08/02/12-08/03/12	5	:30	5A- 5:58A (ET)					2	2			4	\$445.00	\$1,780.00	Norfolk (WVEC) (WVEC)	M1	8/1/12
41.0	Normal Line / SPOT	08/02/12-08/03/12	4	:30	5:58A- 7A (ET)	5				X	X			5	\$902.00	\$4,510.00	Norfolk (WVEC) (WVEC)	M1	8/1/12

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